

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 2, 3 and 11, CANCEL claims 7-10 and ADD new claim 21 in accordance with the following:

1. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which monitors a change of a display load factor of the panel, receives image signals of said different colors and drives areas of different colors in a pixel ~~pixels of each of the colors in the panel~~ according to intensities of the image signals so as to have the ~~pixels~~ areas emit light with emission intensities corresponding to the intensities of the image signals, while controlling to decrease a drive frequency of sustain discharges as the monitored display load factor increases and to increase the drive frequency of sustain discharges as the monitored change in the display load factor decreases, said drive frequency of sustain discharges being in common to said ~~pixels for~~ areas of different colors,

wherein said drive unit makes a correction to change an intensity of the image signal of a predetermined color, independently of another color, depending on ~~a change of the monitored~~ change of the display load factor, and drives all of the ~~pixels~~ areas in the panel according to the corrected intensity of the one image signal, so that a ratio of the emission intensity of said fluorescent substance of each color during a white display is roughly the same when said display load factor is low and high.

2. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which monitors a change of a display load factor of the panel, receives image signals of said different colors and drives areas of different colors in a pixel ~~pixels of each of the colors in the panel~~ according to intensities of the image signals so as to have the ~~pixels~~ areas

emit light with emission intensities corresponding to the intensities of the image signals, while controlling to decrease a drive frequency of sustain discharges as the monitored display load factor increases and to increase the drive frequency of sustain discharges as the monitored change in the display load factor decreases, said drive frequency of sustain discharges being in common to said ~~pixels~~-areas offer different colors,

wherein when the monitored display load factor increases, said drive unit makes a correction so that an intensity of an image signal of green is decreased or an intensity of an image signal of blue is increased compared with a case when the monitored display load factor is lower, and drives all of the ~~pixels~~-areas in the panel according to the corrected intensity of the image signal of green or blue.

3. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which monitors a change of a display load factor of the panel, receives an image signal of said different colors and drives areas of different colors in a pixel ~~pixels of each of the colors~~ in the panel according to intensities of the image signals so as to have the ~~pixels~~ areas emit light with emission intensities corresponding to the intensities of the image signals, while controlling to decrease a drive frequency of sustain discharges as the monitored display load factor increases and to increase the drive frequency of sustain discharges as the monitored change in the display load factor decreases, said drive frequency of sustain discharges being in common to said ~~pixels~~-areas offer different colors,

wherein when the monitored display load factor decreases, said drive unit makes a correction so that an intensity of an image signal of green is increased or an intensity of the image signal of blue is decreased compared with a case when the monitored display load factor is higher, and drives all of the ~~pixels~~-areas in the panel according to the corrected intensity of the image signal of green or blue.

4. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 3, wherein said drive unit monitors a power consumption of the panel as the display load factor and corrects said intensity of the image signal of green or blue on a condition that said display load factor increases when said power consumption increases, and said display load factor decreases when said power consumption decreases.

5. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 3, wherein said drive unit monitors the drive frequency of the sustain discharges of the panel as the display load factor, and corrects said intensity of the image signal of green or blue on a condition that said display load factor increases when said drive frequency decreases, and said display load factor decreases when said drive frequency increases.

6. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 3, wherein said drive unit monitors a luminance value and/or a display area value as the display load factor of each color to be supplied per predetermined unit time, and corrects said intensity of the image signal of green or blue on a condition that said display load factor increases when an accumulated total of said luminance value and/or display area value per predetermined unit time is higher, and said display load factor decreases when the accumulated total of said luminance value and/or display area value per predetermined unit time is lower.

7. (CANCELLED)

8. (CANCELLED)

9. (CANCELLED)

10. (CANCELLED)

11. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a detector to estimate a display load factor by detecting a change of one of a power consumption of the plasma display panel and a drive frequency of sustain discharges of the plasma display panel; and

a drive unit, which receives image signals of said different colors, drives ~~pixels~~areas of each of the colors in a pixel in the plasma display panel according to intensities of the image signals so as to have the ~~pixels~~areas emit light with emission intensities corresponding to the intensities of the image signals and changes the drive frequency of sustain discharges according to the estimated display load factor, and changing an intensity of one of the image signals of a predetermined color depending on a change of the estimated display load factor, and driving all

of the ~~pixels~~-areas in the panel according to the corrected intensity of the one image signal, so that a ratio of the emission intensity of each of the different colors during a white display is substantially equal regardless of the estimated display load factor.

12. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 11, wherein the display load factor changes.

13. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 11, wherein when the display load factor increases from a first level to a second level, higher than the first level, by increasing a luminance and/or a display area of a display image, the drive unit decreases an intensity of an image signal of green light from a first intensity to a second intensity less than the first intensity or increases an intensity of an image signal of blue light from a third intensity to a fourth intensity greater than the third intensity.

14. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 11, wherein when the display load factor decreases from a first level to a second level, lower than the first level, by decreasing a luminance and/or a display area of a display image, the drive unit increases an intensity of an image signal of green light from a first intensity to a second intensity greater than the first intensity or decreases an intensity of an image signal of blue light from a third intensity to a fourth intensity less than the third intensity.

15. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 13, wherein said drive unit detects the power consumption of the plasma display panel as the display load factor and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and power consumption changes.

16. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 14, wherein said drive unit detects the power consumption of the plasma display panel as the display load factor and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and power consumption changes.

17. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 13,

wherein said drive unit detects the drive frequency of the sustain discharges of the plasma display panel and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and drive frequency changes.

18. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 14, wherein said drive unit detects the drive frequency of the sustain discharges of the plasma display panel and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and drive frequency changes.

19. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 13, wherein said drive unit detects a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and adjusts the intensity of the image signal of the green light or the intensity of the image signal of the blue light based on a relationship between changes of the display load factors and changes of an accumulated total of an luminance value and/or a display area value per predetermined unit time.

20. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 14, wherein said drive unit detects a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and adjusts the intensity of the image signal of the green light or the intensity of the image signal of the blue light based on a relationship between changes of the display load factor and changes of an accumulated total of an luminance value and/or a display area value per predetermined unit time.

21. (NEW) A method for controlling a drive of a plasma display panel, which includes an array of pixels having fluorescent substance areas of primary colors, each area discharging by an application of sustain voltage so as to emit light with brightness corresponding to a drive frequency of the sustain voltage, the method comprising:

applying, in a display period, the sustain voltage to all of the fluorescent substances areas commonly so as to display a picture according to the light emitting from the fluorescent substance areas which are addressed in an address period preceding the display period;

detecting a change of a display load factor, which changes depending on a number of addressed fluorescent substance areas, to output a control signal, and controlling dynamically

the drive frequency of the sustain voltage according to the control signal; and

controlling dynamically at least one of primary color signals, representing colors of pixels to be displayed, according to a brightness correction signal corresponding to the control signal, so that a change of color balance of the primary colors of the fluorescent substances, which occurs according to the change of drive frequency of the sustain voltage, is corrected.